<u>AMENDMENTS TO THE CLAIMS</u>

This listing of claims will replace all prior versions of claims in the application:

Listing of Claims:

1.   (Currently amended) A method of capturing and providing demographic information concerning a consumer of products to a manufacturer of such products during transactions in which the consumer utilizes a bar code reader and the Internet for product inquiries, comprising:

        <u>selectively receiving identification information from a uniform product code (UPC) bar code symbol on a product through a transducer at user terminal;</u>

        ~~receiving a scanned uniform product code (UPC) bar code symbol on a product;~~

        providing an association table in a database between the UPC symbol data and an Internet web site address affiliated with the product manufacturer;

        loading the associated web site address to a computing device of the consumer for allowing the consumer to make a product information inquiry to said web site address;

        <u>selectively receiving additional consumer queries to allow for further refining the information inquiry; and</u>

        transmitting demographic information <u>comprising at least geographic location of</u> ~~about~~ the consumer to the product manufacturer by utilizing data packet information that transfers the information inquiry to the manufacturer.

2.   (Previously Presented) The method of claim 1, the bar code symbol reader is provided in the consumer's home.

3.   (Cancelled)

4.   (Previously Presented) The method of claim 1, further comprising providing targeted e-mails to the consumer for product announcements by the manufacturer.

5-15.   (Cancelled)

16.　(Currently amended) A method of exchanging data between potential consumers and manufacturers using the Internet comprising:

selectively receiving product identifying indicia through a transducer at user terminal;

determining at least one web site address affiliated with product identifying indicia ~~scanned by a barcode reader~~ utilizing a Mapping Service Provider (MSP);

providing product information to the consumer by requesting and loading a web page associated with the at least one web site address; ~~and~~

selectively receiving additional consumer queries to allow for communication of more specialized or refined information from earlier information transmitted to the consumer from the internet; and

transmitting demographic information comprising geographic origin of ~~about~~ the consumer inquiry to the product manufacturer by utilizing information transferred within the web page request.

17.　(Previously Presented) The method of claim 16 wherein the identifying indicia is a uniform product code (UPC).

18.　(Previously Presented) The method of claim 16, wherein the Mapping Service Provider (MSP) employs a mapping function to match identifying indicia to a website address from among a list of identifying indicia and web site address mappings residing in a storage device.

19.　(Previously Presented) The method of claim 16, wherein the web page includes at least one link to a related web page.

20.　(Previously Presented) The method of claim 16, wherein transmitting demographic information about the consumer to the product manufacturer comprises employing cross application of Domain Name Service (DNS) to translate Internet Protocol (IP) mapping information transferred by the consumer.

21.　(Cancelled)

22.   (Currently amended) A method of providing potential consumers with product information and providing manufacturers with demographic information about consumers utilizing the Internet comprising:

selectively receiving identification information from a uniform product code (UPC) bar code symbol on a product through a transducer at user terminal;

determining at least one web site address affiliated with a product's uniform product code (UPC) scanned by a barcode reader the UPC utilizing a mapping function to match a UPC to a website address from among a list of UPCs and web site address mappings residing in a storage device providing product information to the consumer by requesting and loading a web page associated with the at least one product web site address; and

selectively receiving additional consumer queries to allow for communication of more specialized or refined information from earlier information transmitted to the consumer from the storage device; and

transmitting demographic information about the consumer to the product manufacturer *via* employing a Domain Name Service (DNS) to translate Internet Protocol (IP) mapping information transferred by the consumer when requesting a web page in order to discern at least a geographic origin of a consumer request.

23.   (Cancelled)

24-25. (Withdrawn)

26.   (Previously Presented) The method of claim 22, more than one product code corresponds to a single website address.

27.   (Previously Presented) The method of claim 22, further comprising correlating the product code information and product information in a database for receiving selective queries and generating an associated output therefrom.

28.   (Cancelled)

29.   (Cancelled)

30.   (Cancelled)

31.   (Previously Presented) The method of claim 22, the mapping function is provided at a user terminal, such that the matching is done with a database which is periodically updated either manually or automatically on the user terminal.

32.   (Previously Presented) The method of claim 16, the step of determining the at least one web site address, further comprises, transmitting TCP/IP packet information to the Mapping Service Provider (MSP) by a user terminal, the packet information including at least a field containing the UPC code and a field instructing the MSP to launch mapping program.

33.   (Previously Presented) The method of claim 19, the web page further includes timer information so that consumer terminal software may automatically execute the link after a predetermined period of time and generate TCP/IP packet information addressed to the web site.

34.   (Currently amended) A method of providing potential consumers with product information and providing manufacturers with demographic information about consumers utilizing the Internet comprising:

        loading at least one product web site by selectively receiving a product's uniform product code (UPC) through a transducer at a user terminal;

        utilizing a mapping function to match the product's UPC to a product information, the mapping function being provided by a product database associated with the at least one product website;

        providing product information to the consumer by requesting and loading a web page associated with the at least one product web site; and

        selectively receiving additional consumer queries to allow for communication of more specialized or refined information from earlier information transmitted to the consumer from the database; and

transmitting demographic information <u>comprising at least a geographic location of</u> ~~about~~ the consumer to the product manufacturer *via* employing a Domain Name Service (DNS) to translate Internet Protocol (IP) mapping information transferred by the consumer when requesting a web page.